<u>AMENDMENTS TO THE CLAIMS</u>

The listing of claims will replace all prior versions, and listings, of claims in the application.

<u>Listing of Claims:</u>

1.   (Previously Presented) In an interactive television (TV) environment, a method comprising:

recognizing, using a pattern engine, one or more patterns in an unmodified broadcast data stream;

accessing a repository storing attributes concerning interactive TV triggers to be inserted into the broadcast data stream and determining whether a pattern recognized by the pattern engine is to be associated with a one of the interactive TV triggers; and, if so, then

prior to broadcasting, automatically inserting an interactive TV trigger determined to be associated with a recognized pattern into the broadcast data stream.

2.   (Original) The method of claim 1, further comprising:

pre-inserting the interactive TV trigger into any stored content that will constitute the broadcast data stream.

3.   (Previously Presented) The method of claim 2, wherein the patterns include voice patterns.

4.   (Previously Presented) The method of claim 2, wherein the patterns include other audio patterns.

5.   (Previously Presented) The method of claim 2, wherein the patterns include video patterns.

6.   (Previously Presented) The method of claim 2, wherein the patterns include text patterns as a special degenerate case of video patterns.

7.   (Cancelled)

8.   (Original) The method of claim 1, further comprising:

delivering the broadcast data stream with the inserted interactive TV trigger to one or more receivers for display.

9.   (Cancelled)

10.   (Original) The method of claim 1, wherein the interactive TV trigger includes an Advanced Television Enhancement Forum (ATVEF) trigger.

11.   (Previously Presented) In an interactive television (TV) system environment, a system comprising:

an insertion platform configured to recognize, using a pattern engine, one or more patterns in an unmodified broadcast data stream; access a repository storing attributes concerning interactive TV triggers to be inserted into the broadcast data stream; determine whether a pattern recognized by the pattern engine is to be associated with a one of the interactive TV triggers; and, if so, then to insert automatically, and prior to broadcasting the data stream, those of the interactive TV triggers determined to be associated with recognized ones of the patterns into an unmodified broadcast data stream.

12.   (Cancelled)

13.   (Previously Presented) The system of claim 11, wherein the patterns include voice patterns.

14.   (Previously Presented) The system of claim 11, wherein the patterns include other audio patterns.

15.   (Previously Presented) The system of claim 11, wherein the patterns include video patterns.

16.   (Previously Presented) The system of claim 11, wherein the patterns include text patterns as a special degenerate case of video patterns.

17.   (Cancelled)

18.   (Original) The system of claim 11, further comprising:

a delivering unit to deliver the broadcast data stream with the inserted interactive TV trigger to one or more receivers for display.

19.　　(Cancelled)

20.　　(Original) The system of claim 11, wherein the interactive TV trigger includes an Advanced Television Enhancement Forum (ATVEF) trigger.

21 - 38. (Cancelled)

39.　　(Currently Amended) A <u>tangible</u> machine-readable medium ~~including~~ <u>encoded with computer-executable</u> instructions, which if executed by a ~~processor, causes the processor~~ <u>computer, cause the computer</u> to perform an operation comprising:

　　　　recognizing, using a pattern engine, a media pattern in an unmodified broadcast data stream;

　　　　accessing a repository storing attributes concerning interactive TV triggers to be inserted into the broadcast data stream and determining whether the media pattern recognized by the pattern engine is to be associated with an interactive element; and, if so, then

　　　　prior to broadcasting, automatically inserting the interactive element determined to be associated with the media pattern into the broadcast data stream.

40.　　(Currently Amended) The <u>tangible</u> machine-readable medium of claim 39, further ~~including instructions, which if executed by the processor, cause the processor~~ <u>encoded with computer-executable instructions, which if executed by the computer, cause the computer</u> to perform an operation comprising:

　　　　passing the broadcast data stream to one or more receivers without inserting any interactive elements if the media pattern recognized by the pattern engine is not to be associated with any interactive elements.

41. (Previously Presented) The method of claim 1, wherein the patterns comprise media patterns.

42. (Previously Presented) The system of claim 11, wherein the patterns comprise media patterns

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